

ABSTRACT OF THE DISCLOSURE**METHOD AND APPARATUS FOR PERFORMING PERSONALIZATION BASED
ON CLASSIFICATION**

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A method and apparatus for personalizing information content for delivery to a requesting user is provided. With the method and apparatus, a set of actions needed to retrieve and organize requested content for a particular content request are selected and executed based on the concept of classifying the current situation, e.g., the requesting user attributes and the current system setting, along any number of predefined dimensions. The definition of what dimensions of classification there are and what distinctions are drawn during the process of classification is defined by the business application administrator. Once a classification definition is in place, it may be used and reused, along with other classifications, to be associated with actions that select the appropriate content. In order to describe what actions to take under a variety of business conditions, an administrator chooses a classifier to be used to assess the business situation, selects the relevant classifications and associates one or more actions with each classification to be invoked by a selector.

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